

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 102318  
**Alt Order #:** 06819924  
**Product Desc:** NASIT  
**Estimate:** 1245  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 05/30/12 / 07/25/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Nevadans Against Special Interest Tax *Amend*  
**Demographic:** A35+  
**Product Codes:** PLI1  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	66	\$50,550.00	\$42,967.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	66	\$50,550.00	\$42,967.50	0.00
<b>Totals</b>	<b>66</b>	<b>\$50,550.00</b>	<b>\$42,967.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$50,550.00
Market	100%	\$180,535.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$55,966.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$28,885.71
KTUD	1%	\$1,805.36
KVVU	17%	\$30,691.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$12,637.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/WagM		5-6a	MTWTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$400.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$400.00		0.00						
E 2	KSNV	09/18/12	09/24/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$725.00	1	0.00	NM	3	\$2,175.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$725.00		0.00						
E 3	KSNV	09/18/12	09/24/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$900.00		0.00						
E 4	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$375.00		0.00						
E 5	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUND News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$375.00		0.00						
E 6	KSNV	09/23/12	09/23/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$500.00		0.00						
E 7	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$425.00		0.00						
E 8	KSNV	09/18/12	09/24/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$325.00		0.00						
E 9	KSNV	09/18/12	09/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$325.00		0.00						
E 10	KSNV	09/18/12	09/24/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$425.00		0.00						
E 11	KSNV	09/18/12	09/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$325.00		0.00						
E 12	KSNV	09/18/12	09/24/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/18/12	09/24/12	MTWTF--	3		\$425.00		0.00						
E 13	KSNV	09/18/12	09/24/12		CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE DOCTORS THE DOCTORS THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$325.00 0.00															
E 14	KSNV	09/18/12	09/24/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.001		0.00	NM	3	\$1,350.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$450.00 0.00															
E 15	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	3	\$725.001		0.00	NM	3	\$2,175.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$725.00 0.00															
E 16	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$725.001		0.00	NM	3	\$2,175.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$725.00 0.00															
E 17	KSNV	09/18/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	4	\$1,200.001		0.00	NM	4	\$4,800.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 4 \$1,200.00 0.00															
E 18	KSNV	09/22/12	09/22/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S-	:30	1	\$675.003		0.00	NM	1	\$675.00
KSNV EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$675.00 0.00															
E 19	KSNV	09/18/12	09/24/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,300.001		0.00	NM	3	\$3,900.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$1,300.00 0.00															
E 20	KSNV	09/18/12	09/24/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	3	\$1,300.001		0.00	NM	3	\$3,900.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12 09/24/12 MTWTF-- 3 \$1,300.00 0.00															
E 21	KSNV	09/22/12	09/22/12	SIGN ON-SIGN OFF Jeopardy/Wheel	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	1	\$525.003		0.00	NM	1	\$525.00
JEOPARDY/ WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$525.00 0.00															
E 22	KSNV	09/19/12	09/19/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$3,000.001		0.00	NM	1	\$3,000.00
ROCK CENTER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 1 \$3,000.00 0.00															
E 23	KSNV	09/21/12	09/21/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	-----F--	:30	1	\$2,600.001		0.00	NM	1	\$2,600.00
DATELINE NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----F-- 1 \$2,600.00 0.00															
E 24	KSNV	09/22/12	09/22/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	-----S-	:30	1	\$1,200.001		0.00	NM	1	\$1,200.00
LAW & ORDER: SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$1,200.00 0.00															
E 25	KSNV	09/23/12	09/23/12		CM	7-10pm	-----S	:30	1	\$1,600.002		0.00	NM	1	\$1,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Live in Prime															
News 3 in Prime															
NEWS AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$1,600.00		0.00				
E 26	KSNV	09/18/12	09/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$1,200.00		0.00				
E 27	KSNV	09/22/12	09/22/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$1,100.00		0.00				
E 28	KSNV	09/18/12	09/24/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$500.00		0.00				
E 29	KSNV	09/22/12	09/22/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$1,400.00		0.00				
													Totals	66	\$50,550.00